GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:4137
ANSWERED ON:18.08.2000
INDIAN PARTICIPATION IN TRADE FAIRS
GORDHANBHAI JAVIA

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the number of trade fairs and the countries in which the Indian Trade Promotion Organisation organised Indian participation during 1999-2000;

(b) whether Indian participation has improved their trade position; and

(c) if so, the actual business transacted during the above period as compared to the previous years after the merger of former Trade Development Authority with the Trade Fair Authority of India?

Answer

MINISTER OF COMMERCE & INDUSTRY (SHRI MURASOLI MARAN)

(a) During 1999-2000, Indian Trade Promotion Organisation (ITPO) organised participation in 49 fairs/exhibitions abroad.The countries involved are Germany, Hong Kong, Zimbabwe, Switzerland, Bulgaria, Australia, Brazil, USA, Turkey, Syria, France, Spain Russia, Iran, Uganda, Algeria, South Korea, South Africa, UAE, Iraq, Peru, Egypt, Panama, Japan, Philippines and Mauritius;

(b) Yes, Sir.

(c) After the merger of the former Trade Development Authority with the Trade Fair Authority of India, there has been growth in the number of promotional activities undertaken by ITPO and there has been enhanced participation in these events by the Indian trade and industry. It is difficult to quantify precisely the business generated through participation in trade fairs/exhibitions as the impact spills over a period and there is general reluctance on the part of participants to provide such data. However, the increased level of participation in the events organised by ITPO is a clear indication of their usefulness.